

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

**Brad Pedersen**

Attorney Docket No.: **BDP001-US**

Serial No.:

Art Unit:

Filing Date: **March 19, 2001**

Examiner:

For:

**INTERNET ADVERTISEMENTS HAVING PERSONALIZED  
CONTEXT**

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**VERIFIED STATEMENT (DECLARATION) CLAIMING  
SMALL ENTITY STATUS (37 CFR 1.9(f) and 1.27 (b))  
INDEPENDENT INVENTOR**

Asst. Commissioner for Patents  
Box PATENT APPLICATION  
Washington, D.C. 20231

Dear Sir:

1. As a below named inventor, I hereby state that I qualify as an independent inventor as defined in 37 CFR 1.9 (c) for purposes of paying reduced fees to the Patent and Trademark Office described in:

(  ) the specification filed herewith with title listed as above.  
(  ) the application identified above.  
(  ) the patent identified above.

2. I have not assigned, granted, conveyed, or licensed, and am under no obligation under contract or law to assign, grant, convey, or licensed, any rights in the invention to any person who would not qualify as an independent inventor under 37 CFR 1.9 (c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9 (d) or a nonprofit organization under 37 CFR 1.9 (e).

3. Each person, concern, or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

(  ) no such person, concern or organization exists.  
(  ) each such person, concern or organization is listed below:

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which such status as a small entity is no longer appropriate. (37 CFR 1.28(b))

NAME OF INVENTOR

Brad Reddick

SIGNATURE

BRAD REDDICK

DATE

3/17/01

100-012253-025000

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re Application of:

Brad Pedersen

Attorney Docket No.: **BDP001-US**

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## INTERNET ADVERTISEMENTS HAVING PERSONALIZED CONTEXT

DECLARATION FOR UNITED STATES PATENT APPLICATION

Asst. Commissioner for Patents  
Box PATENT APPLICATION  
Washington, D.C. 20231

Dear Sir.

As an above-named inventor, I here declare that:

1. I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the above-identified invention, the specification of which is attached hereto unless the following is checked:

[ ] The specification was filed on \_\_\_\_\_ as United States Application Number or PCT International Application Number \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable).

2. I hereby state that I HAVE REVIEWED AND UNDERSTAND THE CONTENTS OF THE ABOVE-IDENTIFIED SPECIFICATION, INCLUDING THE CLAIMS, AS AMENDED BY ANY AMENDMENT REFERRED TO ABOVE.

3. I acknowledge the duty to disclose information which is material to the patentability of the claims of this application as defined in Title 37, Code of Federal Regulations, §§ 1.56(a) and (b) which state:

(a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. *Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section.* The duty to disclose

information exists with respect to each pending claim until the claim is canceled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is canceled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any remaining claim under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:

- (1) prior art cited in search reports of a foreign patent office in a counterpart application, and
- (2) the closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.

(b) Under this section, information material to patentability when it is not cumulative to information already of record or being made of record in the application, and

- (1) It establishes, by itself or in combination with other information, a *prima facie* case of unpatentability of a claim; or
- (2) It refutes, or is inconsistent with, a position the applicant takes in:
  - (i) Opposing an argument of unpatentability relied on by the Office, or
  - (ii) Asserting an argument of patentability.

A *prima facie* case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the preponderance of evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.”

4. To the best of my knowledge and belief, the invention as defined by the claims of the above-identified application:

- (a) was not known or used in the United States of America before my invention thereof, or patented or described in any printed publication in any country before my invention thereof or more than one year prior to the filing of the above-identified application;
- (b) was not in public use or on sale in the United States of America more than one year prior to the filing of the above-identified application; or
- (c) has not been patented or made the subject of an inventor's certificate issued before the filing of the above-identified application in any country foreign to the United States of America on any application filed by me or my legal representatives or assigns more than six months prior to this application.

5. I hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below.

(Application Number)	(Filing Date)
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(Application Number)	(Filing Date)
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6. I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application(s) in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

(Application Number)	(Filing Date)	(Status - patented, pending, abandon)
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(Application Number)	(Filing Date)	(Status - patented, pending, abandon)
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7. I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Brad Pedersen  
Reg. No. 32,432

Address telephone calls to: (612) 929-1259  
(612) 836-1065 (facsimile)  
[bpedersen@uswest.net](mailto:bpedersen@uswest.net) (e-mail)

Address correspondence to:  
Brad Pedersen  
4625 Washburn Avenue South  
Minneapolis, MN 55410

10575-2002-1860

8. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of sole or first inventor: Brad D. Pedersen



Inventor's signature

3/17/01

Date

Residence: Minneapolis, Minnesota  
Citizenship: United States of America  
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Minneapolis, MN 55410

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